

## Guido's Fresh Marketplace

Thirty years after opening a humble roadside stand, brothers Chris and Matt Masiero have grown Guido's Fresh Marketplace into the place to go in Western Massachusetts for fresh produce, quality meats, and delicious seafood. Living up to its tagline "Food Should be Fresh," Guido's upgraded its cooler controls to protect its products and reduce electric costs.

National Grid's Small Business Services Program helped Guido's identify and implement energy efficiency opportunities. Providing a free on-site energy assessment and paying up to 70% of project costs, National Grid made the project easy and affordable.



**Guido's Fresh Marketplace**  
**760 Main Street**  
**Great Barrington, MA 01230**

## Project Summary

### Efficient Mechanical Equipment and Systems

- ◆ Cooler fan controls
- ◆ Cooler door heater controls



*"The cost savings of this project made it a no brainer. Energy costs are always rising, so being able to reduce consumption was great. We're excited to continue with more upgrades. We plan to install new lighting in our building and add LED lighting to our produce cases too."*

Matt Masiero, Co-owner

## Savings Summary

**The Need** — Reduce energy costs and improve efficiency of coolers.

**The Solution** — Install controls that reduce electricity consumption of cooler fans and cooler door heaters.

Total Project Cost	\$14,000
National Grid Incentive	\$11,600
Cost to Customer	\$6,400
Estimated Annual Energy Cost Savings	\$4,500
CO <sub>2</sub> Lifetime Reduction	22.4 tons

## Strategic Partners

**National Resource Management** — Installation Contractor  
 480 Neponset Street Building 2, Canton, MA 02021

**National Grid**

**nationalgrid**

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